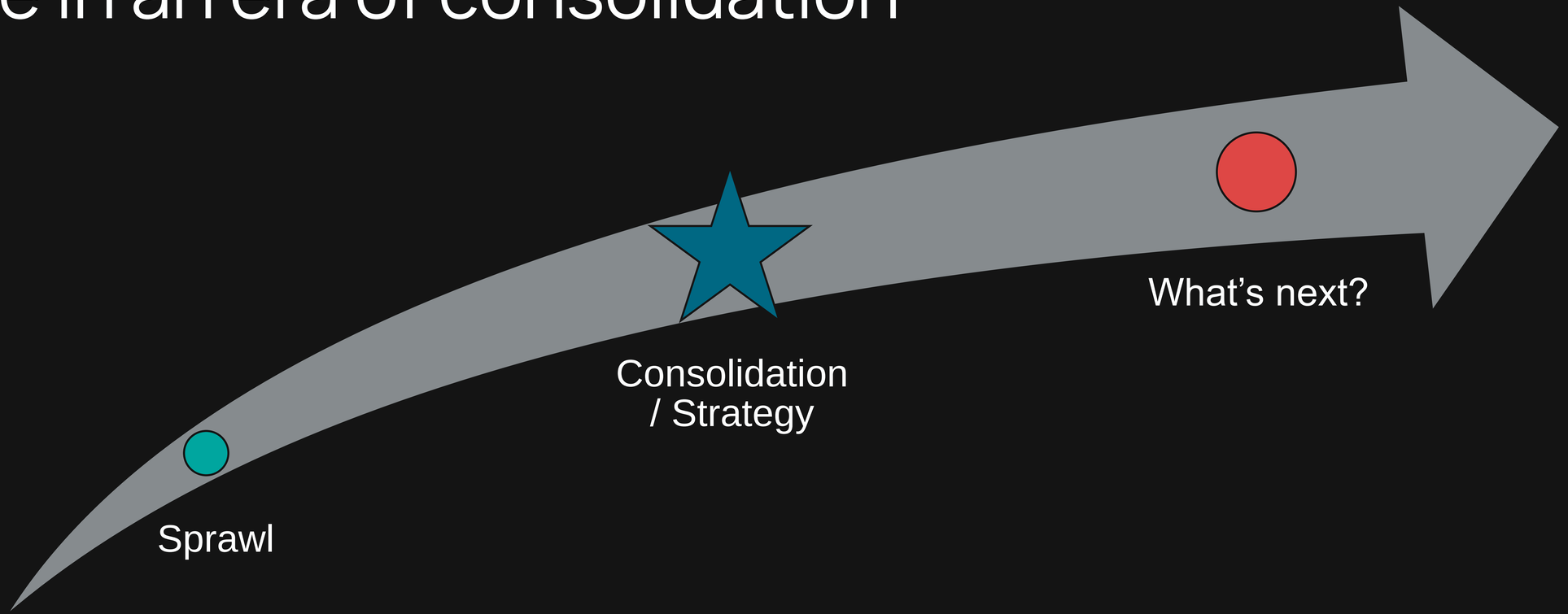

IGEL
DISRUPT 24
The EUC Event for Now & Next

We’re in an era of consolidation



© TechTarget

Desktop and App Virtualization Adoption is on the Rise, Addressing both Management and Security Challenges



Enterprise Strategy Group
by TechTarget

Desktop Virtualization Usage Is Already Extensive

93%

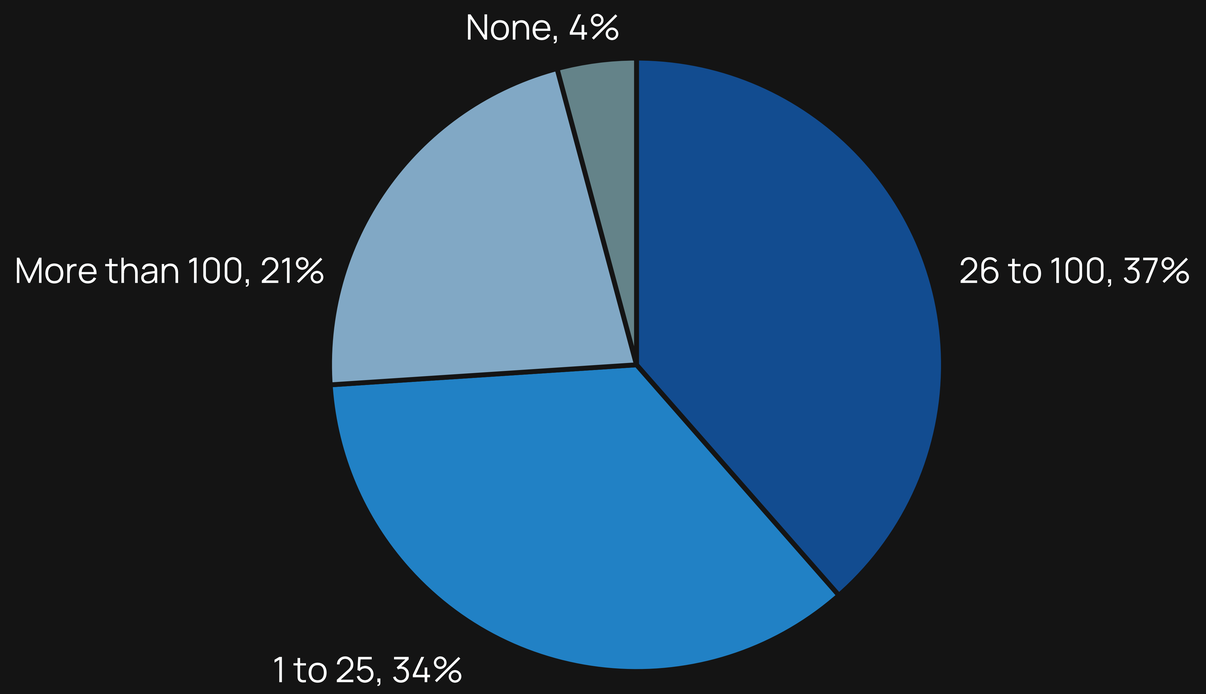
of organizations use some kind of desktop or application virtualization.

7%

don't use any

© TechTarget

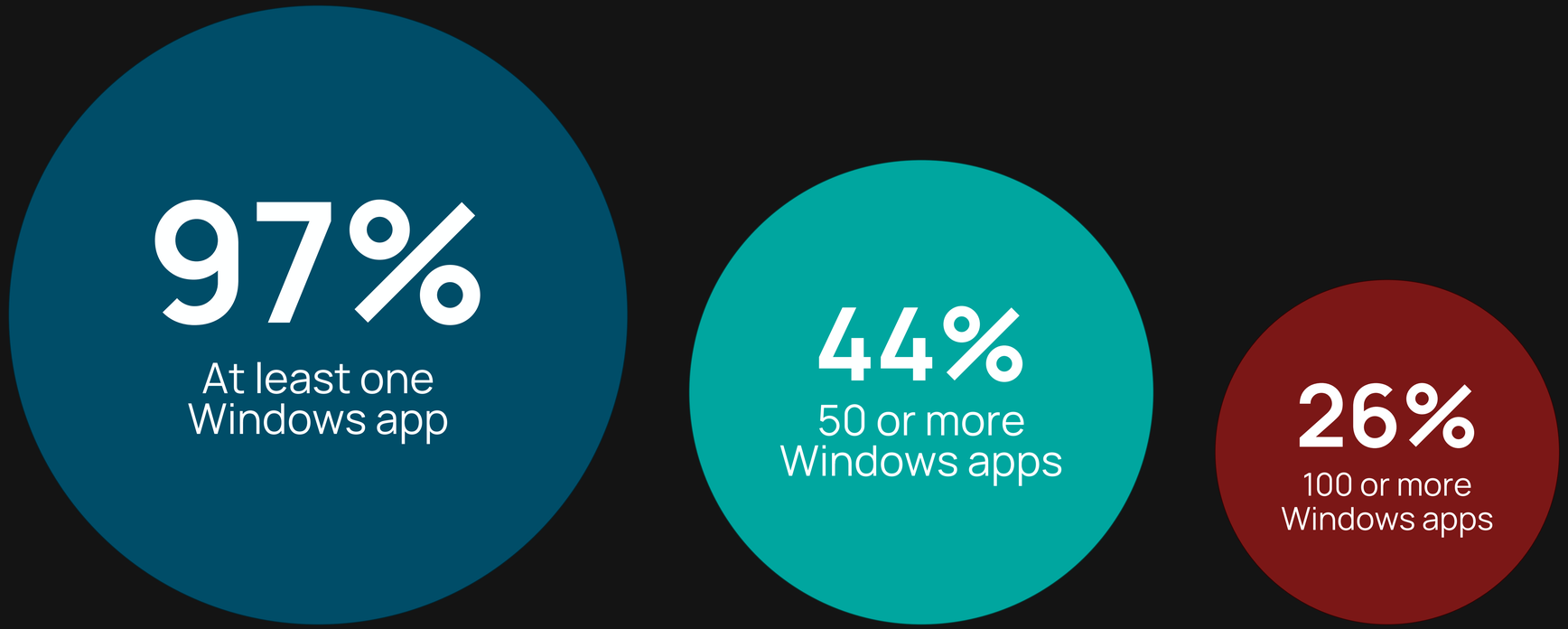
This is despite widespread SaaS/browser-based app usage



Question text: Approximately how many web/SaaS applications are in use by your organization? (Percent of respondents, N=354)

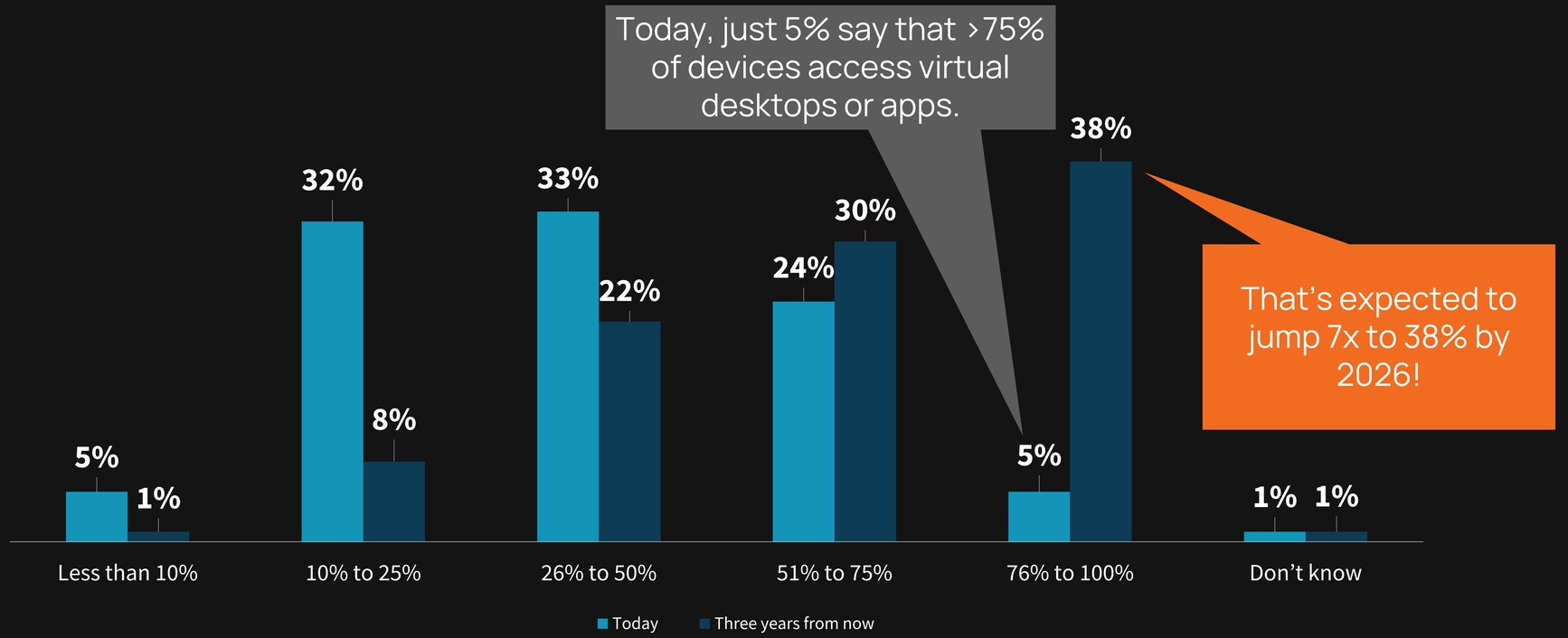
© TechTarget

Why? Because Windows apps are still in heavy use



© TechTarget

Desktop & App Virtualization Usage is Expected to Grow



Question text: To date, approximately what percentage of your organization's total PCs/client access devices has been virtualized via your desktop or application virtualization solution? Approximately what percentage of your organization's PCs/client access devices do you expect to be virtualized three years from now? (Percent of respondents, N=344)

© TechTarget

Reasons for Desktop Virtualization Aren't New



© TechTarget

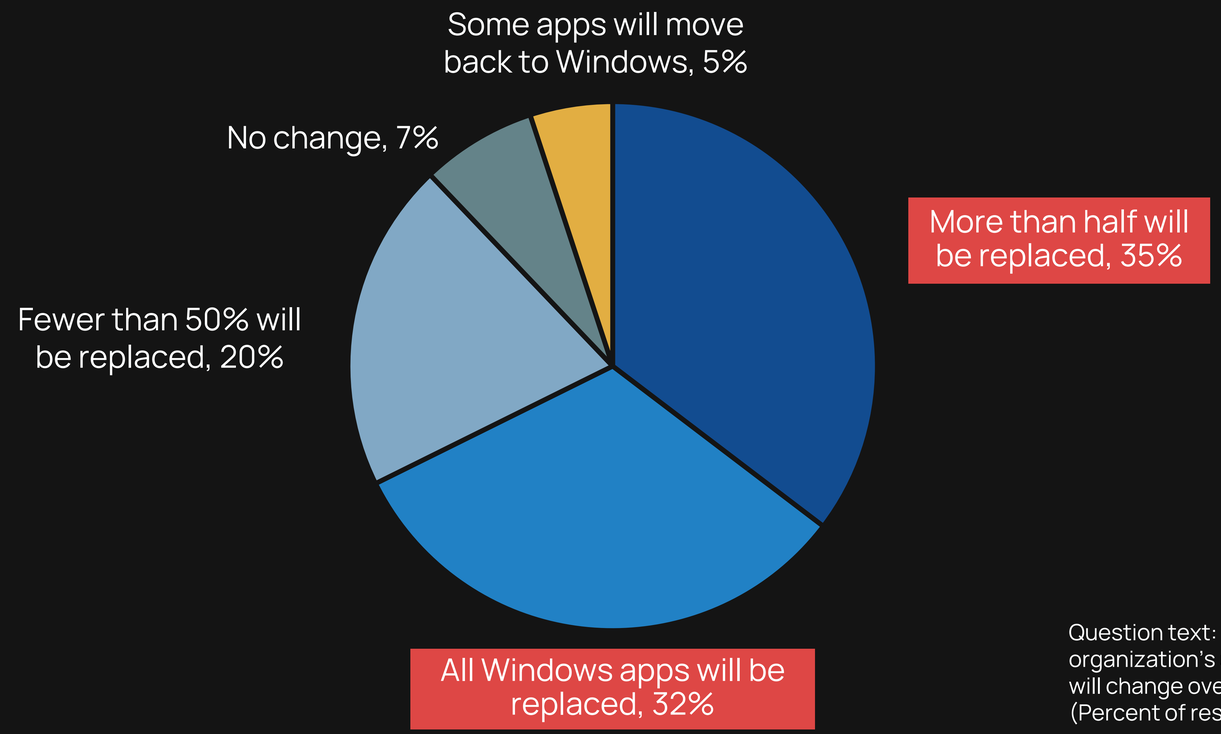
...but there's a problem with this

75%

Use Windows PCs to access virtual desktops and apps

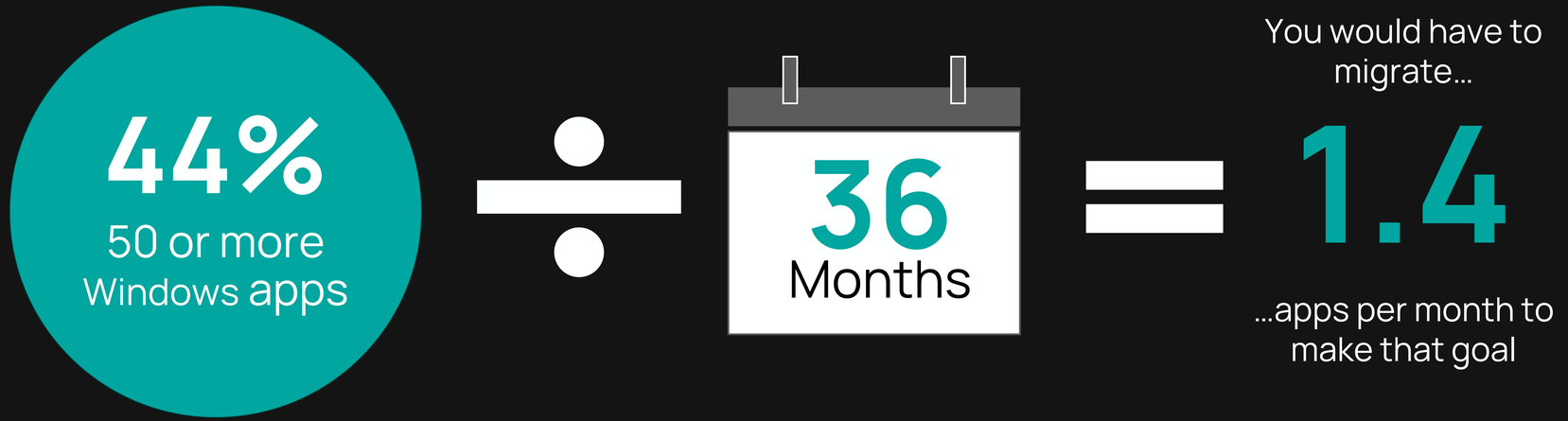
© TechTarget

Still, 2/3 of organizations anticipate replacing most Windows apps with browser/SaaS alternatives…

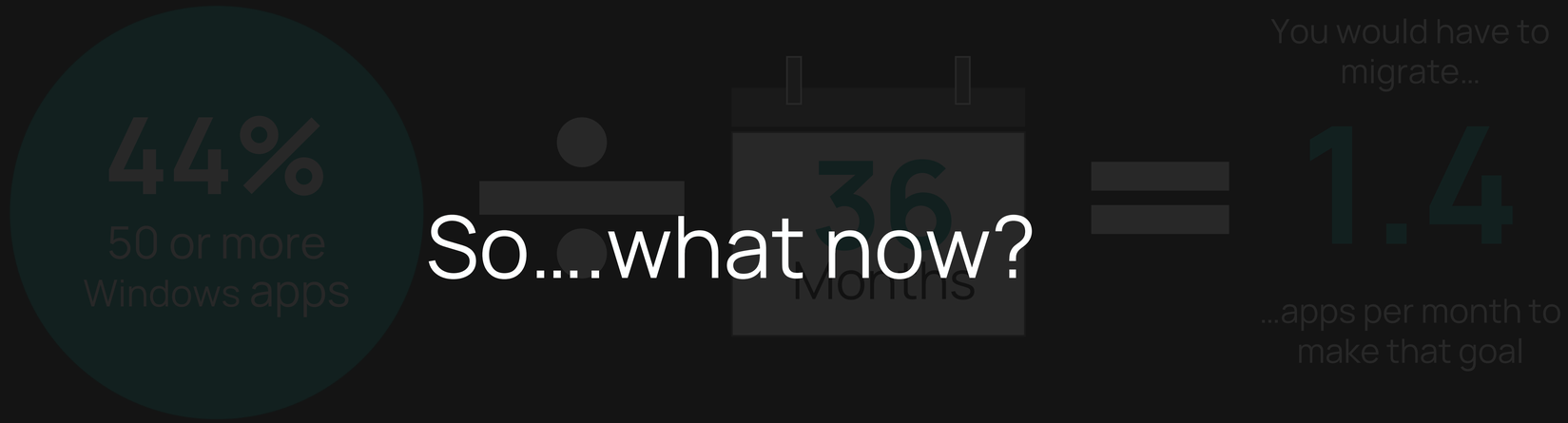


Question text: How do you anticipate your organization's use of Windows applications will change over the next three years? (Percent of respondents, N=354)

© TechTarget


44%
50 or more
Windows apps
÷
36
Months
=
You would have to
migrate...
1.4
...apps per month to
make that goal

© TechTarget



So….what now?

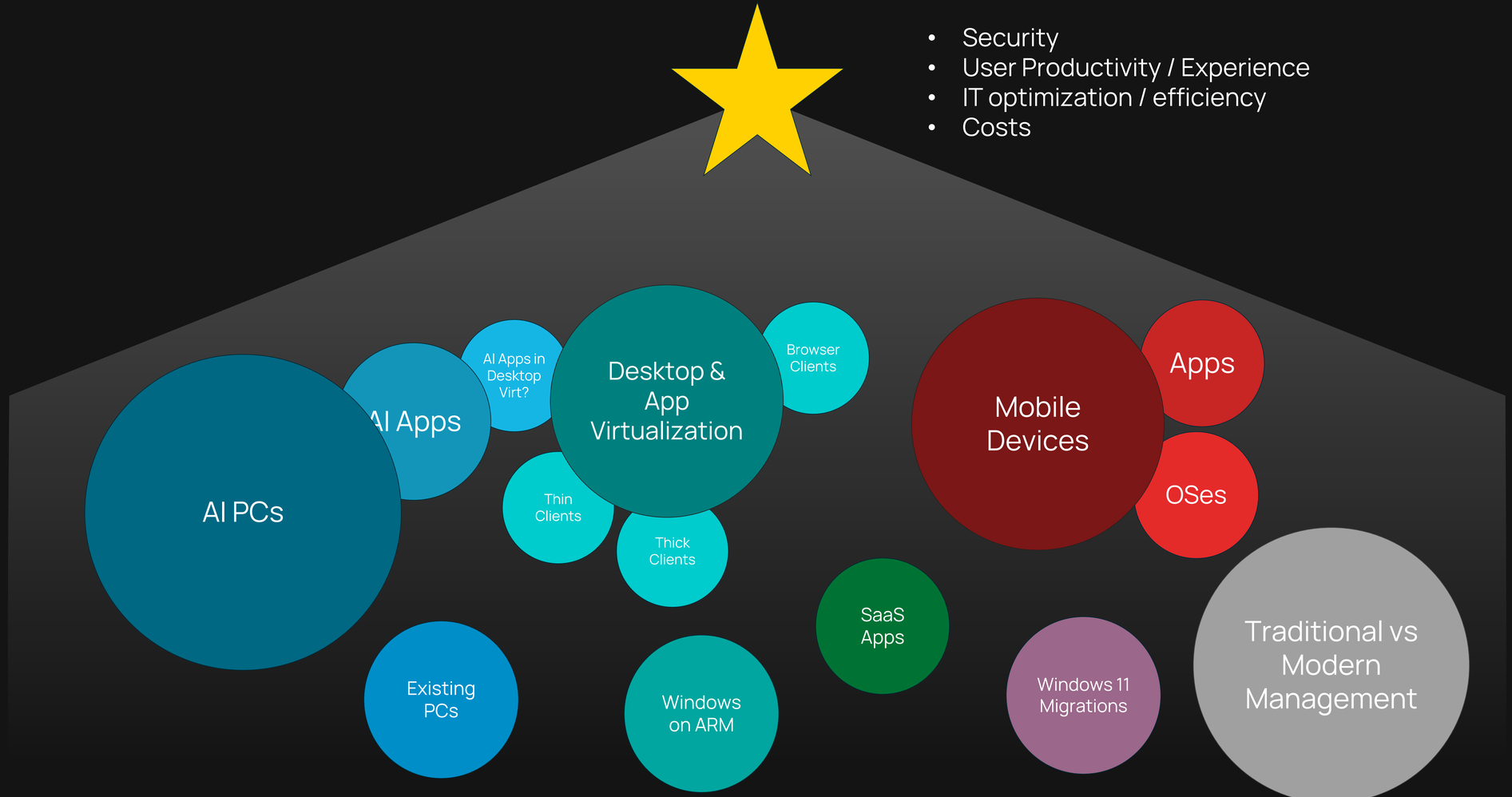
© TechTarget

Future-Looking Foundational View

Cybersecurity is the #1 factor in determining IT investments

- Improving IT and business workflows
- Increasing employee productivity
- Improving employee experience
- Improving regulatory compliance
- Cost reduction (CapEx & OpEx)

- Security
- User Productivity / Experience
- IT optimization / efficiency
- Costs

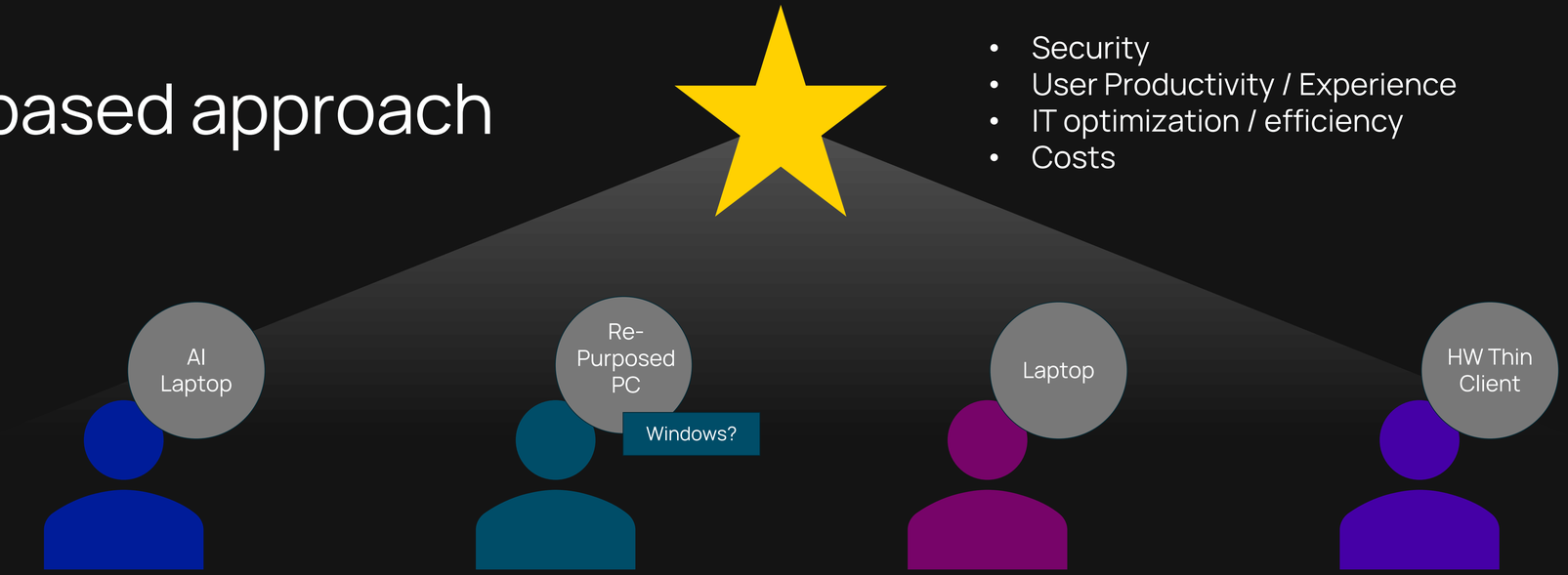


© TechTarget

Persona-based approach

Version 2.0

- Security
- User Productivity / Experience
- IT optimization / efficiency
- Costs



The Creator

- Portable device
- Local apps
- Virtual apps
- Offline access
- SaaS apps
- Local AI capabilities
- Long-life battery
- Regulations

The Noob

- Portable device
- Local apps
- Virtual apps
- Offline access
- SaaS apps
- Local AI capabilities
- Long-life battery
- Regulations

The Suit

- Portable device
- Local apps
- Virtual apps
- Offline access
- SaaS apps
- Local AI capabilities
- Long-life battery
- Regulations

The Front-Line

- Portable device
- Local apps
- Virtual apps
- Offline access
- SaaS apps
- Local AI capabilities
- Long-life battery
- Regulations

© TechTarget

Key Takeaways

I don’t dislike Windows!

Align everything to your North Star

Personas Can Help

Look around here!

© TechTarget